

Examiners' Report

January 2010

GCE

GCE Leisure Studies (6966/01)
Unit 1 - The Leisure Industry

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Unit 1 - 6966/01 the Leisure Industry

General Comments

Comments relate to the marking from the January 2010 series. The number of samples received for this series was too small to provide any clear indication of issues.

Centres submitted the OPTEMS forms correctly and followed the administrative instructions for mark submission. Centres did not always include the justification of individual assessment outcome marks and these are important in the facilitation of the moderation process. Some of the work seen was not well organised, and evidence was not presented in a logical sequence.

Centres are encouraged to annotate candidate evidence and cross-reference work to identify where assessment objectives have been met and which mark bands have been awarded. All portfolios should clearly have page numbers that can be referenced. In the work seen, schools were generally accurate in their assessment although none of the work presented had achieved high grade.

Centres should note that a Teacher's Guide is also available at www.edexcel.com which provides examples of annotated candidate evidence to illustrate the depth and breadth of evidence required at mark band 2 and 3.

AO1: the range, scale, and importance of the leisure industry in the UK and Europe

This task addresses AO1 - *demonstrate knowledge, skills and understanding of the specified content of leisure studies in a range of vocationally-related contexts*. This assessment objective requires learners to be able to describe what the leisure industry is. The assessment guidance requires reference to active, passive and home-based leisure in the description. This part of the assessment objective was again addressed well by all candidates.

The evidence provided relating to participation rates, employment numbers and consumer spending in the UK and Europe, continues to be variable and candidates are still failing to produce much data for Europe. Candidates are still providing general data on employment, and Centres are reminded that all data should be leisure specific. With regard to regional variations, candidates identified variations and did offer some explanation for such variations.

It is disappointing that no candidates produced the standard of response needed to achieve mark band three.

AO2: Commercial and non-commercial sectors of the industry

This task addresses AO2 - *apply knowledge, skills and understanding of the specified content of leisure studies in a range of industry vocationally-related issues*.

Learners were required to give an explanation of the differences between the commercial and non-commercial sectors covering the differences in aims, methods of funding, different partnership arrangements and methods of marketing.

The candidates clearly understood the difference between public, private and voluntary sectors and their aims and funding. A few candidates are still producing theoretical descriptions of marketing strategies and failing to apply this to leisure organisations

Reference to partnership initiatives is still weak, and is an area for continued focus and development by many Centres. Candidates must include at least a summary of partnership initiatives and should refer to both PPPs and PFIs. Generally centres had candidates achieving mark band two

AO3: Current Developments in the leisure industry

This task addresses AO3 - *use appropriate research methods to obtain information from a range of sources to analyse leisure industry vocationally-related issues.*

For this assessment outcome, learners are required to research current developments in the leisure industry. Candidates had made some references to the increasing use of technology and explored the growing influence of the media on the industry, but had not explored potential future developments. It would be encouraging to see more candidates investigating a more diverse range of emerging developments.

There was still a heavy reliance on the core text and/or website only information sources. Most candidates had referenced sources and/or included a bibliography.

AO4: Customers of the leisure industry

This task addresses AO4 - *evaluate evidence, draw conclusions and make recommendations for improvement in a range of vocationally-related contexts.* Learners are required to identify the factors which influence participation and nonparticipation

in the leisure. The factors are clearly identified in the specifications in the section covering assessment guidance as well as in the 'what you need to learn' section.

In order to achieve mark band 2, it is essential that explanations are clear and supported by data. Candidates are still not including data to support explanations of factors influencing participation and therefore unable to achieve the highest marks bands.

Candidates are also required to identify barriers to participation and to make recommendations on how to overcome the barriers. Candidates were able to describe barriers to participation and identified measures already being taken to overcome specific barriers, but failed to include any of their own recommendations and this still appears to be a key area for focus and development by centres.

GCE Leisure Studies Grade Boundaries

Unit 1 - The Leisure Industry

Grade	A	B	C	D	E
Raw mark	47	40	34	28	22
UMS	80	70	60	50	40

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